

These Plant-Based Dressings Will Have You Trying New Recipes

WITH KATHRYN MANN

Julia Chebotar 00:04

Spice up your life with me Health Chef Julia as I set out on the journey of What is Healthy? In each episode we'll explore the different meanings of healthy for some healthy means indulging in something decorative and delicious. For others. It's a mental health day and a good workout. There's more to health than just food. It's about living well, enjoying your life and having fun having you heard redheads do it best. Come with me, and we'll find out just what healthy is. Welcome to a new episode of What is Healthy? where we share our high life hacks on how to get healthier and have a more sustainable lifestyle. I'm Chef Julia and today we'll be talking to the creator of plant based dressing and unique recipes all together in bold palette foods. It's great to have you here. Kate man, welcome.

Kathryn Mann 00:50

Thank you. It's great to be here. I'm honored.

Julia Chebotar 00:50

Thank you so much. I'm so happy to finally Connect. We have friends in common and I've tried your product and I actually use one of the dressings is the marinated because it's so good. And the heuristic, the harissa one I actually like use on a weekly basis. My clients are obsessed with it.

Kathryn Mann 00:50

Oh, the inspiration has come from so many different places. I mean it my thing with dressings and sauces started at a very, very young age, I was given salad duty at about the age of nine, I was constantly bugging my mom to let me help her in the kitchen, she was an avid cook. And she put me on salad duty, which was great because that was so much better than taking out the trash or emptying the dishwasher. Those are things I still don't want to do. Now I still don't want to do that I was selling. I was rocket that. And the first, the first salad she had me made was of romaine lettuce salad with blue cheese dressing. And now this is in California blue cheese was probably not widely available across the country or not widely popular at the time. And so you can imagine a nine year olds, like opening a packet of blue cheese. It was aged blue cheese, and it was like oh my god, this is there's something wrong with this cheese Mom, you don't want this. And then she has Oh no, it's fine. It's fine. Just drop it in the blender, like oh, I get to use the blender. So now I was really excited because I got to use this machine, which had been kind of off limits until then. And the dressing as my mother predicted came out amazing. I used fresh garlic and blue cheese and olive oil and lots of compliments at the dinner table. So I was like, Okay, I'll do salad salad duty from now on this rocks. Later, I started as you know, a food blog called salad every day. Yes. And it was then that I started getting feedback on Facebook and I would do cooking demos and people would ask, you know, are high in fat high in calories, a lot of people eat salads in order to cut back on those things. As I said assays that had been experimenting with, you know, some healthier versions. And then a friend of mine said, you know, as she's putting the blue cheese dressing on our salad over dinner, she said, you know, once you put this dressing on the salad, we might as well be eating burgers. And that gave me pause. Right? You probably have clients

who have given you that kind of feedback. So a lot of people don't know what harissa is. But once they taste our hint of harissa, you've got a good idea. It's like Harry says the new siracha we like to say it's, but it's it's but it's better in that it's a more complex flavor. There's more ingredients in it. It's not just a matter of Chili's, there's also caraway and garlic and tumeric and ginger. So it's like umami, but it's got a little herbaceousness to it. Also, I love it.

Julia Chebotar 01:39

So where did you find inspiration? And how did you become involved in food and start this amazing company? Yeah, all the time. I mean, if you look at every ingredient list of every dressing the supermarket, it's sugar, oil, tons of artificial flavors, it's defeats the whole purpose of eating the salad basically.

Kathryn Mann 04:13

Right. And in this case, I wasn't using a lot of sugar. But you know, with a traditional blue cheese dressing, you're you can't get around the fact that it's going to be very caloric and on top of that loaded with cholesterol. And I did some research I did not want to believe what she was saying I thought but wait a minute, you're just using a little dressing and there's all this lettuce and other fibrous food in it. Like you know, it's just tomatoes and carrot whatever you want to put in a salad. You've got lots of choices, but you can load a salad with lots of healthy veggies. So I was thinking so is there any truth in that that once you put the dressing on the salad, might you be eating a burger? So that got me into you know, running the nutritional information and really tapping into what is this Like after we add the dressing, and sure enough, it looks like the same nutritional profile as a burger. And so I started doing a lot of research on Gosh, can we tweak? salad dressings and sauces? You know, look at like a beige ml so many traditional sauces are loaded with with cholesterol. Can we tweak it? So that it's pure butter? Yeah, plus a little flour, or egg yolk or whatever. And, you know, can we tweak these to make them healthier without compromising flavor? Because flavors always been like, the most important thing to me.

Julia Chebotar 05:40

Usually you don't eat anything that's like bland and sad and

Kathryn Mann 05:43

No, like, Why? Why would you eat something bland and sad. And I guess some people have compromised to bland and set in an attempt to, you know, I don't know, cut calories or eat something healthier, supposedly. But my my sense was going into this was let's not compromise on flavor. Let's try to do this so that it tastes amazing. And it's healthy.

Julia Chebotar 06:08

So amazing for you. Yeah, that's the thing, like, people always die culture, they need to compromise flavor for health. But I don't think that's the case at all.

Kathryn Mann 06:18

I don't think that's the case. I and I think that if you do that you're not entering into something that is going to be sustainable. Because it's humans, we like to eat stuff that's tasty. You know, and like

different things, we don't get bored eating the same thing over and over again. Exactly. So I started experimenting, I only got so far because it'd be like you know Vinogradov with less oil and you know, blue cheese dressing with less cheese, and I started doing some research and, and did some really crazy experiments, you know, blending in plant based milks, for example, which sounds horrible, but a lot of plant based milks do not curdle the way a, you know, traditional conventional milk would. So I had a little bit of success with those. And then as I started doing more research into plant based foods, in particular, I started incorporating vegetables as a way of thickening the dressings. And there, I started really striking gold, you know, and, and, you know, the recipes are so unorthodox. And, you know, I don't know how many, there aren't many people who want to incorporate 15 ingredients into a salad dressing, there's a lot of emphasis on Oh, there's only three ingredients in this product that's you know, healthy. And that can be true, but oftentimes, it's not going to taste interesting. I think that it's fine to have 15 ingredients in a product, as long as those ingredients are all healthy, and you know, adding to the flavor.

Julia Chebotar 07:59

I couldn't agree more. Like as long as I know what they are, and they're nutritious Yes, if they're like 15 different chemicals. I will stray away from that. But your dressings are amazing. So

Kathryn Mann 08:11

thank you. So on the heels of this research, knowing that the typical home cook was not going to incorporate, you know, 15 or more ingredients into a salad dressing. I started thinking about launching a dressing myself. And the brand bold palette started developing over a number of years. And along with the flavors, which as it turns out, you know, I wanted to keep them a little different than what's out there because like you said, you know, you don't want to be having the same old Winograd or the same old whatever Caesar you know, Night after night, it's nice to change it up. And I guess it was a matter of looking for ingredients that were really high in antioxidants and vitamins and, and healthy healthy ingredients, superfoods that we could incorporate into products that we use every day. So when you pour a sauce or a dressing over your food, whether you're using it as a marinade, like you'd suggested or a dip, you're only adding to the healthy ingredients that are on your plate, you're adding nutrition rather than subtracting. You're not feeling like ooh, I can only use a little you know, in this case, right? Like I like to say enjoy with reckless abandon because you can enjoy our products with with reckless abandon.

Julia Chebotar 09:33

You really can and it has, it has ingredients like hersa and beets and carrots like all of these healthy healthy things. You're like well how does it not? Like how does it also say sell shelf stable? shelf data? How does it feel to write one of the things that helps it we do use some gums in our products. They are natural and very importantly, we don't have to use it. have anything in terms of of shelf stable, because when you're using beet powder, which is essentially beets that have been in the oven for so long that they turn to a powder. So you're getting way more beets into the bottle by using a beet powder than you would say, using pureed beets, for example. But when you're using products like that, when you're using cauliflower powder, those are super tasty ingredients, with a ton of antioxidants and other healthy ingredients in them, and they thicken your product naturally. So the issue of being shelf stable becomes

less of a challenge with these types of ingredients. There are other challenges that are presented Believe me. Yeah, I'm sure

Kathryn Mann 10:46

there are but so far, so good.

Julia Chebotar 10:50

Yeah, that's amazing. Did you grow up in like a really healthy household, like you said your parents was wrong salad duty.

Kathryn Mann 10:58

So I grew up in California, which I think has always had, you know, a really strong awareness of healthy lifestyle. My grandmother is, I should say, was Native Hawaiian, my mother's Native Hawaiian, actually, as well. So I did spend a lot of time growing up in Hawaii as well. And my grandmother was, I want to say, one of the nation's first environmentalists, she's very, very health conscious, probably more than my mother, my grandmother at a very, very young when I was a kid, she passed the breadsticks to me, I'll never forget this. And she said, Here, help yourself to some empty carbohydrates. Now, that was, you know, in the 70s, I'd never heard that expression before. But it really stuck with me, empty carbohydrates, like, you know exactly what someone's talking about when they say that. So I guess the answer to that question is yes, you know, there was a very strong consciousness of, of healthy foods at the same time. My mother was a huge follower and fan of Julia Child, which, you know, I love I love Julia Child. I love French cooking. And, but I just mentioned it, though. Yeah, I know you do. Because you know, that, you know, really traditional cuisine, which is French cuisine is not always the healthiest. You know, it depends on what your priorities are, and, and, and how much you are going to indulge in. In my case, if I'm going to make something like creme brulee, for example. I mean, I have a hard time stopping at one. Perfect. Yeah, so that's the thing I think it's like balance. So I love that like these talks about empty carbohydrates, but then your mom would still go and like bake and make all sorts of like delicious treats and stuff. Yeah, absolutely. It's, you know, it's just like what are you going to incorporate into your diet day after day and so to be able to have products in your pantry that you can whip out and say, you know, I'm Yes, I'm going to use this I'm going to enjoy it and not have any reservations about it is a great way I love that but also I love on your website you have this whole section says try this not bad.

Julia Chebotar 13:17

And I love when when people can see and visualize that kind of stuff can you go into Can you explain it more because I've I've never actually seen it on a website for food products before.

Kathryn Mann 13:30

So you know we got a lot of that from our customers a lot of the users that for example with our ranch dressing, you know, we've heard from customers on who've left reviews on our website and on Amazon as well that they use the ranch dressing as a substitute for Mayo, which was not really my intention, but you know, it does have a lot of those that that tangy flavor to it, there's still there's garlic, there's cauliflower powder, there's peas in our ranch dressing, you will not get that by tasting it you're not going to taste around stress and go wow, I can taste the peas. You can't but they're in there. So that would be

one example just you know instead of mixing together an egg salad for example, with you know you've got egg yolks in the eggs already so why would you add Mayo which has more egg yolks in it when you can add this lovely ranch dressing that has cauliflower and peas and non GMO certified sunflower oil and organic lemon verbena tea and you know just all super healthy stuff. And you're gonna end up with a salad that is amazing. I actually love this ranch dressing and this is sort of another example of kind of the mayo thing I love it with seafood. Last night I seared scallops with a little garlic and olive oil and then finished it used it as a finishing sauce. It was absolutely delicious. And I because it has to deal I'm gonna have to go home and try and I'll send you photos you'll be inspired. But you know, it has garlic and dill in it. So it makes sense that it, you know that it goes well with seafood. And to give you another example, the hint of Marissa, which I made for the purposes of poring over my salads, it has a little bit of an Asian II taste to it. And also, the North African flavors from the hersa Horace says is native to to Tunisia, the Harrison paste, that, you know, there were customers who said, Oh, it's so good with sushi, it's so good with fish.

Julia Chebotar 15:44

Oh, I'm

Kathryn Mann 15:45

so good on chicken. And so I've done a lot of experimenting with it since then, with with those things. And it is it's just, it's got a little bit of sesame in there. And a little caraway which gives it a little bit of her vicious bend to it as well. But it's it's just a very, very versatile I think, you know, I think you mentioned

Julia Chebotar 16:06

I love it, I think it's so flavorful in comparison to like Jesse's out in the market. And I don't my stomach doesn't hurt after I know I have like, as good oils like it's just way more flavor packed and nutritious and a lot of the dressings out there.

Kathryn Mann 16:21

Have you tried the beat goes on.

Julia Chebotar 16:24

I have, and I love it. And I that's what I use as a marinade for like veggies and then I throw them on the ground.

Kathryn Mann 16:30

So interestingly, we have had numerous customers say I'm using it in lieu of barbecue sauce because it doesn't have sugar, none of our dressings have any sugar added. You know that that is a difficult, you know, like kind of tenant you know, just like to hang on to because sugar is such a powerful, you know, flavor inducer.

Julia Chebotar 16:49

So I was doing this the other day, I was making dressing for a client and like I needed a little bit of maple syrup in it. And I didn't want to add it but it was like damn, if I could just a little bit it would like, bring out the flavor profiles.

Kathryn Mann 17:00

Yeah, but maple syrup is a lot better than sugar.

Julia Chebotar 17:03

Absolutely, but I just feel like people are trying to avoid all like, and definitely the pandemic has brought on this like more of a need for a healthier lifestyle. And I feel like sugar is somehow harming us and we do need to avoid it and

Kathryn Mann 17:20

yet there's so many health complications that you know it can develop from sugar from too much sugar alone. Yeah. So yeah, happily our beat goes on the beat goes on. Dressing which is I think it's more widely used as a sauce in lieu of barbecue sauce in particular I happen to love so it has a smoky it's we have a we developed a mesquite powder basically for this dressing. It was inspired actually by I walked into this cute little cafe in Portland, Oregon, and they had a dressing that had a it was a beat. barbecued beat dressing is what they called it and it was like Wow, so good. And I asked you know, if they had the ingredients available, and they they both you know, look at our website and of course it was loaded with sugar. So I became very inspired but also determined to develop something that has like the the smoky flavor, but without any sugar in it. And it is delicious. Just I love it on salad, but I also love it with chicken and I have I don't eat meat, but I have plenty of friends who do and they use it as a barbecue sauce basically.

Julia Chebotar 18:29

Have you seen so Chrissy Teigen has a fridge that's just hot sauces. I think you need to start having a fridge, just dressings, and all the different dressings that are like all over the place. And it's like, a walk in of dressings.

Kathryn Mann 18:44

Yeah, yeah, really. And then of course, like the top shelf speaking all of yours. Right, right. Yeah, there's there's so many options. There's so many options out there. And I guess the in addition to the ranch, I would say the other more traditional flavor we have. Although it's a different it's a different take. It's the vinaigrette which is the apple spice than a gret which I love just as a salad dressing. It's one to two it's really great with mixed greens and apples I really liked it is wonderful fall flavors, you know, yes, exude from this dressing. And it's also great with interestingly, it's great with tofu it doesn't sound like something that would be great with tofu but we have on our website a recipe for tofu kababs which you can make in a slow cooker. And they're just incredible because it's got a it's a savory but spicy sweet. There's a lot of natural sweetness in it.

Julia Chebotar 19:46

One of the dressings has been added squash it right or some sort of squash.

Kathryn Mann 19:50

That's a hint at Teresa.

Julia Chebotar 19:52

Okay, that's right. Yeah. Have you noticed that in Corona have like sales Has something like shifted and either like, more people are looking at your products or more people are reaching out to you because they found your product and they're so excited, like, has there been an influx you think in health oriented habits of shopping,

Kathryn Mann 20:17

The consumer trends, I'll point to that, decidedly that, you know, it's not just in consumer surveys, but in the receipts that that, you know, are collected and analyzed by stores. And then, and, and research firms, that there is definitely a strong interest by consumers in an eating more healthy foods and eating more plant based foods. So for us, we didn't launch until April. So we were already into COVID at that period of time, which is a very, very difficult time to launch a product as you can imagine. And then we ended up on Amazon in May. And I think it's helped us in a lot of ways, and that people are searching for foods that are healthier, they're more open to trying something that is not a household name to them, but they look at the ingredient list, and they're like, okay, you know, I'm going to try it, I'm going to take a risk and try it because, you know, buying a food product that you know, little about this brand new on the market is it's you know, you don't know if you're gonna love it, you don't you know, absolutely.

Julia Chebotar 21:19

But then it's a catch 22 like, yeah, okay, but there's products that have been on the market since the 50s. And we're still somehow consuming them. And the ingredients are for high fructose corn syrup and crap mix of more craft, and then we're shocked as to why consumers are still purchasing it. But it's because at a habit, you're you're triggered to see certain colors and container. Oh, yeah, I want the Wonder Bread or I want the angiotensin or I want, I know something like a staple that was in their homes growing up, versus actually putting a bottle of whatever they're purchasing around and reading what's actually in it. Because the right people are just now starting to realize that you are what you eat.

Kathryn Mann 22:01

Yeah, no, that's absolutely true. I do think it's really, really heightened awareness of, you know, the importance of, it's more than a matter of taking a vitamin pill, you know, it's, it's, you know, everything you put in your body counts. You know, there's Yes, it does. So I, you know, I think that COVID has, has made more people aware and searching for and open to, you know, the new new, new natural brands, you know, and and yeah, researching, you know, I think consumers are way smarter and doing a lot of research and reading labels, which is what we all should do.

Julia Chebotar 22:41

Yes. So you mentioned we all really do, you need to do that. And it's unfortunate that we're just that may be like a pandemic is making us all strive to be a little healthier. But we'll take it and you mentioned that you guys launched in April started and went to Amazon in May and where can people buy your product right now?

Kathryn Mann 23:02

So right now we are sold on our website bold palette foods calm you'll find us on Amazon as well if you just search bold palette in the Amazon search bar, we're looking at stores in fact that's one of the reasons I'm in New York now is we are reaching out to some mostly smaller you know not huge chains smaller stores that carry a lot of healthier natural brands I city

Julia Chebotar 23:28

a year while so

Kathryn Mann 23:30

it's on my list. Yeah, it's on my list. So we are there's you know, the list is fairly long because New York and Brooklyn, there's this very, very strong awareness and, and strong demand for healthy tasty stuff. So yeah, I'm getting a lot of exercising a lot, a lot of exercise walking the neighborhoods and it's like the perfect thing. You're getting exercise.

Julia Chebotar 23:54

You're getting all the healthy dressings and getting COVID nutrients.

Kathryn Mann 23:58

Yep, please let the weather hold.

Julia Chebotar 24:00

Yeah, exactly. Let it be 65 and sunny forever. Right.

Kathryn Mann 24:06

We're looking at New York and Miami as our first race into stores. And and then, you know, hopefully we'll be on the West Coast soon as well.

Julia Chebotar 24:18

So you mentioned the beat goes on is a great barbecue sauce. And you mentioned like a nice fall salad with the apples. apple flavor. Is there any kind of like recipe that right now you've been getting a lot of like inquiries about or that you really love. It's like easy that maybe we can like recreate on live or something or something that you've noticed is really good.

Kathryn Mann 24:43

So one thing that comes to mind would be I love making soups, you know, particularly this time of year when things are cooling down. And I've been so busy lately I've turned into sort of a lazy cook. So I will even if I'm in a hurry, just open benefit can of butternut squash. Or even I can have pumpkin pureed pumpkin and and dump it into a sauce pan with some pre made vegetable or mushroom broth is really my favorite. Yeah, a premade mushroom broth and then I will just dump in a lot of hints of Orissa, or the beat goes on to flavor it. And it's amazing. I mean isn't within seconds, you've just had this really, really super yummy, healthy fall flavor. You don't even have to blend. Well actually, no, no, because if you use if you use a premade vegetable broth like or a mushroom broth, which is what I recommend, along with a pureed pumpkin or pureed butternut squash out of a can, which generally you can find super healthy brands out there. Have no preservatives, you know, no junk in them. You just stir that up. No,

that'll blend together fine. And then you can just flavor it with a hint of hersa I'd like to dump it a little cayenne on top of that, just for a little

Julia Chebotar 26:00

Okay, we're gonna make this soup. We're gonna do this online. Yeah, I want to thank you so so much for being on my podcast and also for like sending products, because I'm obsessed. And I want to like make more recipes with you guys, because I think the dressings are so universal. And they're just like, so fun to change up. And I think that having healthy condiments in the fridge, make that like lazy cook, feel more confident in the kitchen.

Kathryn Mann 26:28

You definitely feel more confident when the people surrounding you say Wow, what's in this man? This is so good. Right? Well, it must have taken forever to make it. Yeah.

Julia Chebotar 26:37

And you take listing off like 25 different things. Yeah. I love that.

Kathryn Mann 26:41

Yeah, I've been in the kitchen all day. Thank you, Chef Julia. This has been sending. Thank you.

Julia Chebotar 26:50

But you mentioned where people can buy the product. Social media Apple health foods.

Kathryn Mann 26:56

Yes. Yes. Yeah, our Instagram is at bold pellet foods. Our website is full pallet foods.com. And then we're on Amazon, you know, if you just it's easy to find your online we're easy to find.

Julia Chebotar 27:11

Okay, perfect. Thank you again, so much.